

**Substitution/Power of Attorney by Assignee
And Change of Correspondence Address
(including Statement Under 37 CFR 3.73(b))**

Auto Director Technologies, Inc., the assignee of the entire interest in and to the below listed United States patents and patent applications hereby revokes all previous powers of attorneys and appoints the practitioners associated with

CUSTOMER NUMBER 22145

To prosecute the below listed patent applications and any subsequent or prior applications based on the disclosure of these applications, and any reexaminations or reissues of any patents issuing from such applications or of any of the below listed patents, and to transact all business before or with the United States Patent and Trademark Office in connection with these patent applications and any subsequent or prior applications, patents and reexaminations or reissues.

Please direct all correspondence to CUSTOMER NUMBER 22145. Direct all phone calls to Daniel M. Cavanagh at 949-955-1920, Klein, O'Neill & Singh, LLP, 18200 Von Karman Ave., Suite 725, Irvine, CA 92612.

Patent No.	Issue Date	Assignment Recording Date	Reel/Frame	
6,275,231	08/14/2001	08/10/1997	008737/0361	(Inventor to Calcar Advertising, Inc.)
		08/23/1999	010201/0071	(Calcar Advertising, Inc. to Calcar, Inc.)
		08/23/1999	010201/0076	(Calcar, Inc. to American Calcar Inc. (a Delaware Corporation))
		12/01/2009	023574/0941	(American Calcar, Inc. (a Delaware Corporation) to American Calcar, Inc. (a Nevada Corporation))
		01/23/2012	027574/0797	(American Calcar, Inc. (a Nevada Corporation) to Auto Director Technologies, Inc.)

Patent No.	Issue Date	Assignment Recording Date	Reel/Frame	
6,703,944	03/09/2004	01/23/2012	027574/0733	(Inventor to Calcar Advertising, Inc.)
		01/23/2012	027575/0317	(Calcar Advertising, Inc. to Calcar, Inc.)
		01/23/2012	027574/0774	(Calcar, Inc. to American Calcar Inc. (a Delaware Corporation))
		01/23/2012	027574/0787	(American Calcar, Inc. (a Delaware Corporation) to American Calcar, Inc. (a Nevada Corporation))
		01/23/2012	027574/0797	(American Calcar, Inc. (a Nevada Corporation) to Auto Director Technologies, Inc.)
6,754,485	06/22/2004	08/23/2000	011071/0354	(Inventors to American Calcar Inc. (a Delaware Corporation))
		06/24/2011	026491/0982	(American Calcar, Inc. (a Delaware Corporation) to American Calcar, Inc. (a Nevada Corporation))
		01/23/2012	027574/0797	(American Calcar, Inc. (a Nevada Corporation) to Auto Director Technologies, Inc.)
6,971,070	11/29/2005	01/23/2012	027574/0733	(Inventor to Calcar Advertising, Inc.)
		01/23/2012	027575/0317	(Calcar Advertising, Inc. to Calcar, Inc.)
		01/23/2012	027574/0774	(Calcar, Inc. to American Calcar Inc. (a Delaware Corporation))
		01/23/2012	027574/0787	(American Calcar, Inc. (a Delaware Corporation) to American Calcar, Inc. (a Nevada Corporation))
		01/23/2012	027574/0797	(American Calcar, Inc. (a Nevada Corporation) to Auto Director Technologies, Inc.)
6,975,932	12/13/2005	01/23/2012	027574/0733	(Inventor to Calcar Advertising, Inc.)
		01/23/2012	027575/0317	(Calcar Advertising, Inc. to Calcar, Inc.)
		01/23/2012	027574/0774	(Calcar, Inc. to American Calcar Inc. (a Delaware Corporation))
		01/23/2012	027574/0787	(American Calcar, Inc. (a Delaware Corporation) to American Calcar, Inc. (a Nevada Corporation))
		01/23/2012	027574/0797	(American Calcar, Inc. (a Nevada Corporation) to Auto Director Technologies, Inc.)

Patent No.	Issue Date	Assignment Recording Date	Reel/Frame	
6,987,964	01/17/2006	01/23/2012	027574/0751	(Inventors to American Calcar Inc. (a Delaware Corporation))
		01/23/2012	027574/0787	(American Calcar, Inc. (a Delaware Corporation) to American Calcar, Inc. (a Nevada Corporation))
		01/23/2012	027574/0797	(American Calcar, Inc. (a Nevada Corporation) to Auto Director Technologies, Inc.)
7,043,699	05/09/2006	04/26/2010	024286/0017	(Inventor to Calcar Advertising, Inc.)
		04/26/2010	024286/0020	(Calcar Advertising, Inc. to Calcar, Inc.)
		04/26/2010	024286/0028	(Calcar, Inc. to American Calcar Inc. (a Delaware Corporation))
		04/26/2010	024286/0031	(American Calcar, Inc. (a Delaware Corporation) to American Calcar, Inc. (a Nevada Corporation))
		01/23/2012	027574/0797	(American Calcar, Inc. (a Nevada Corporation) to Auto Director Technologies, Inc.)
7,142,844	11/28/2006	01/23/2012	027574/0751	(Inventors to American Calcar Inc. (a Delaware Corporation))
		01/23/2012	027574/0787	(American Calcar, Inc. (a Delaware Corporation) to American Calcar, Inc. (a Nevada Corporation))
		01/23/2012	027574/0797	(American Calcar, Inc. (a Nevada Corporation) to Auto Director Technologies, Inc.)
7,162,370	01/09/2007	01/23/2012	027574/0733	(Inventor to Calcar Advertising, Inc.)
		01/23/2012	027575/0317	(Calcar Advertising, Inc. to Calcar, Inc.)
		01/23/2012	027574/0774	(Calcar, Inc. to American Calcar Inc. (a Delaware Corporation))
		01/23/2012	027574/0787	(American Calcar, Inc. (a Delaware Corporation) to American Calcar, Inc. (a Nevada Corporation))
		01/23/2012	027574/0797	(American Calcar, Inc. (a Nevada Corporation) to Auto Director Technologies, Inc.)

Patent No.	Issue Date	Assignment Recording Date	Reel/Frame	
7,251,789	07/31/2007	01/23/2012	027574/0733	(Inventor to Calcar Advertising, Inc.)
		01/23/2012	027575/0317	(Calcar Advertising, Inc. to Calcar, Inc.)
		01/23/2012	027574/0774	(Calcar, Inc. to American Calcar Inc. (a Delaware Corporation))
		01/23/2012	027574/0787	(American Calcar, Inc. (a Delaware Corporation) to American Calcar, Inc. (a Nevada Corporation))
		01/23/2012	027574/0797	(American Calcar, Inc. (a Nevada Corporation) to Auto Director Technologies, Inc.)
7,319,848	01/15/2008	01/23/2012	027574/0751	(Inventors to American Calcar Inc. (a Delaware Corporation))
		01/23/2012	027574/0787	(American Calcar, Inc. (a Delaware Corporation) to American Calcar, Inc. (a Nevada Corporation))
		01/23/2012	027574/0797	(American Calcar, Inc. (a Nevada Corporation) to Auto Director Technologies, Inc.)
7,409,221	08/05/2008	01/23/2012	027574/0751	(Inventors to American Calcar Inc. (a Delaware Corporation))
		01/23/2012	027574/0787	(American Calcar, Inc. (a Delaware Corporation) to American Calcar, Inc. (a Nevada Corporation))
		01/23/2012	027574/0797	(American Calcar, Inc. (a Nevada Corporation) to Auto Director Technologies, Inc.)
7,512,495	03/31/2009	01/23/2012	027574/0733	(Inventor to Calcar Advertising, Inc.)
		01/23/2012	027575/0317	(Calcar Advertising, Inc. to Calcar, Inc.)
		01/23/2012	027574/0774	(Calcar, Inc. to American Calcar Inc. (a Delaware Corporation))
		01/23/2012	027574/0787	(American Calcar, Inc. (a Delaware Corporation) to American Calcar, Inc. (a Nevada Corporation))
		01/23/2012	027574/0797	(American Calcar, Inc. (a Nevada Corporation) to Auto Director Technologies, Inc.)

Patent No.	Issue Date	Assignment Recording Date	Reel/Frame	
7,519,922	04/14/2009	01/23/2012	027574/0733	(Inventor to Calcar Advertising, Inc.)
		01/23/2012	027575/0317	(Calcar Advertising, Inc. to Calcar, Inc.)
		01/23/2012	027574/0774	(Calcar, Inc. to American Calcar Inc. (a Delaware Corporation))
		01/23/2012	027574/0787	(American Calcar, Inc. (a Delaware Corporation) to American Calcar, Inc. (a Nevada Corporation))
		01/23/2012	027574/0797	(American Calcar, Inc. (a Nevada Corporation) to Auto Director Technologies, Inc.)
7,656,310	02/02/2010	01/23/2012	027574/0733	(Inventor to Calcar Advertising, Inc.)
		01/23/2012	027575/0317	(Calcar Advertising, Inc. to Calcar, Inc.)
		01/23/2012	027574/0774	(Calcar, Inc. to American Calcar Inc. (a Delaware Corporation))
		01/23/2012	027574/0787	(American Calcar, Inc. (a Delaware Corporation) to American Calcar, Inc. (a Nevada Corporation))
		01/23/2012	027574/0797	(American Calcar, Inc. (a Nevada Corporation) to Auto Director Technologies, Inc.)
7,741,959	06/22/2010	01/28/2010	023867/0576	(Inventor to Calcar Advertising, Inc.)
		01/28/2010	023867/0624	(Calcar Advertising, Inc. to Calcar, Inc.)
		01/28/2010	023867/0572	(Calcar, Inc. to American Calcar Inc. (a Delaware Corporation))
		01/28/2010	023867/0638	(American Calcar, Inc. (a Delaware Corporation) to American Calcar, Inc. (a Nevada Corporation))
		01/23/2012	027574/0797	(American Calcar, Inc. (a Nevada Corporation) to Auto Director Technologies, Inc.)
7,802,198	09/21/2010	01/27/2010	023859/0765	(Inventor to Calcar Advertising, Inc.)
		01/27/2010	023860/0168	(Calcar Advertising, Inc. to Calcar, Inc.)
		01/27/2010	023860/0170	(Calcar, Inc. to American Calcar Inc. (a Delaware Corporation))
		01/27/2010	023860/0176	(American Calcar, Inc. (a Delaware Corporation) to American Calcar, Inc. (a Nevada Corporation))
		01/23/2012	027574/0797	(American Calcar, Inc. (a Nevada Corporation) to Auto Director Technologies, Inc.)

Application No.	Date Filed	Assignment Recording Date	Reel/Frame	
11/417,402	05/03/2006	01/23/2012	027574/0733	(Inventor to Calcar Advertising, Inc.)
		01/23/2012	027575/0317	(Calcar Advertising, Inc. to Calcar, Inc.)
		01/24/2012	027587/0697	(Calcar, Inc. to American Calcar Inc. (a Delaware Corporation))
		01/24/2012	027587/0658	(American Calcar, Inc. (a Delaware Corporation) to American Calcar, Inc. (a Nevada Corporation))
		01/24/2012	027587/0640	(American Calcar, Inc. (a Nevada Corporation) to Auto Director Technologies, Inc.)
11/445,685	06/01/2006	01/23/2012	027574/0751	(Inventors to American Calcar Inc. (a Delaware Corporation))
		01/23/2012	027574/0787	(American Calcar, Inc. (a Delaware Corporation) to American Calcar, Inc. (a Nevada Corporation))
		01/23/2012	027574/0797	(American Calcar, Inc. (a Nevada Corporation) to Auto Director Technologies, Inc.)

The undersigned is authorized to act on behalf of the assignee with respect to the above listed patents and patent applications

Auto Director Technologies, Inc., a Nevada Corporation

By: Michael L. Obradovich

Name: Michael L. Obradovich

Title: President

6-28-12
Date